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19 October 1967

MEMORANDUM FOR: Chief, Cartography Division, Office of Basic
and Geographic Intelligence

SUBJECT: Unsolicited Comments, or - "How to Win Friends
and Influence People" (Maybe)

1. I probably know as well, and better than most, the reasons why maps are made the way they are made. However, the success of a project must be weighed heavily in favor of user reaction. We all know this, have known it all along.

2. As a reaction to recent discussions we have had on this topic, I reviewed a set of maps that crossed my desk recently. Of the several dozen, I chose the attached for comment - meaning the others rated well. (Rule one, never compliment anyone on jobs well done, only pick the ones that didn't come too well and criticize.)

3. In each case I tried to be objective, not fussy, and evaluate strictly from a user's viewpoint. He couldn't care less what problems one had in preparing the map; his is a cold, highly personal, often hurried reaction.

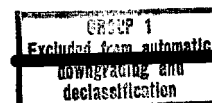
4. In addition to the comments on the map attached, I would offer also the following on maps I have reviewed but am not returning to you:

a. Map Numbers 50594, 50595 - Railroads in Eastern Europe. Why use the same basic color for the electrification symbol and the international boundary highlight? It is confusing.

b. Map Number 56874 - Asia and Europe. This title is not supported by the use to which terrain has been put. One's first reaction is that Asia and Europe are only that area covered by terrain. After that, one gets confused.

c. Map Number 55341 - Czechoslovakia: Petroleum and Gas. This is an example of many of this type where one

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wonders if the river plate is necessary. Although well subdued, it still adds a certain background static that distracts from the theme.

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Deputy Director
Basic and Geographic Intelligence

Attachments:
a/s

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OD/BGI: [REDACTED]:mjc/2633(19 Oct 67)

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ORIGINAL DOCUMENT MISSING PAGE(S):

Attachment